

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 7/10/2012	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve a two-year agreement with Inside/Outside Associates and Positive Futures to provide stewardship tourism development and implementation services to the San Luis Obispo County Tourism Business Improvement District (CBID) in the total amount of \$50,000.			
(5) RECOMMENDED ACTION It is recommended that the Board approve a two-year agreement with Inside/Outside Associates and Positive Futures to provide stewardship tourism development and implementation services to the San Luis Obispo County Tourism Business Improvement District (CBID) in the total amount of \$50,000.			
(6) FUNDING SOURCE(S) Business Improvement District Assessments	(7) CURRENT YEAR FINANCIAL IMPACT \$50,000.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(17) ADMINISTRATIVE OFFICE REVIEW			
(18) SUPERVISOR DISTRICT(S) All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 7/10/2012

SUBJECT: Request to approve a two-year agreement with Inside/Outside Associates and Positive Futures to provide stewardship tourism development and implementation services to the San Luis Obispo County Tourism Business Improvement District (CBID) in the total amount of \$50,000.

RECOMMENDATION

It is recommended that the Board approve a two-year agreement with Inside/Outside Associates and Positive Futures to provide stewardship tourism development and implementation services to the San Luis Obispo County Tourism Business Improvement District (CBID) in the total amount of \$50,000.

DISCUSSION

The San Luis Obispo Business Improvement District (CBID) ordinance authorizes a two percent (2%) assessment on paid rent charged by all lodging businesses within the CBID boundaries. Section 3.09.030 of the ordinance sets out the authorized uses of the assessment funds including the establishment of a sustainability and stewardship fund. Specifically,

- D. A Sustainability and Stewardship fund allowing for the promotion, creation, and protection of our area's cultural, environmental, recreational, historical and infrastructure assets involved in the promotion of tourism within the District;

The CBID Advisory Board has been working with Diane Strachan of Inside/Outside Associates and Positive Futures since November 2011 on the development of the sustainability/stewardship strategy plan. Phase 1 of the process was a stewardship "jump start" workshop where Ms. Strachan worked with the Advisory Board to identify the stewardship tourism project purpose, vision, challenges, opportunities and two (2) year goals. Phase II was the development of the attached 2-year Stewardship Tourism Strategy Plan. Phase III is the implementation of the strategy.

OTHER AGENCY INVOLVEMENT/IMPACT

The CBID Advisory Board approved forwarding this recommendation at their April 25th meeting. The scope of work is driven by the key development and marketing activities contained in the 2-year Stewardship Tourism Strategy Plan. The implementation of the strategy will be a cooperative effort

between the CBID Advisory Board and Administrator, the CBID's core marketing firm, Mental Marketing/TJA Advertising, the local area fund advisory boards and staff from Inside/Outside Associates and Positive Futures. Administrative Office and County Counsel staff will also provide support to the CBID during this process. County Counsel reviewed the agreement for form and legal effect.

FINANCIAL CONSIDERATIONS

The SLOCTBID is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the SLOCTBID. This agreement will be funded completely out of those assessments and no County General Fund dollars will be used. The use of these funds for this activity is authorized by the ordinance which was originally approved by your Board on May 12, 2009 (Section 3.09.030 – Authorized Uses, #D). This agreement covers the period of May 1, 2011 through April 30, 2014. The total contract amount is \$50,000 (\$25,000 per year).

RESULTS

As a facilitator of a requested program, the County has not established performance criteria beyond the legal contractual obligations to expend the funds for identified purposes. The onus is on the designated contractors that are selected by the CBID Advisory to meet the expectations of the lodging business owners paying the assessment. The CBID Advisory Board will track the performance of Inside/Outside Associates and Positive Futures during the term of this agreement

ATTACHMENTS

1. Inside/Outside Associates and Positive Futures Agreement for Services
2. Stewardship Tourism Strategy Plan (2 years)